

People (Relationship Drivers)

Employees

- 1.
- 2.
- 3.

Customers

- 1.
- 2.
- 3.

Shareholders

- 1.
- 2.
- 3.

CORE VALUES/BELIEFS <i>(Should/Shouldn't)</i>	

Purpose <i>(Why)</i>	
Actions <i>To Live Values, Purpose, BHAG</i>	
1	
2	
3	
4	
5	







TARGETS (3-5 YEARS) <i>(Where)</i>	
Future Date:	
Revenues:	
Profit:	
Mkt Cap	
Sandbox	
Key Thrusts/Capabilities <i>3 – 5 Year Priorities</i>	
1	
2	
3	
4	
5	

GOALS (1 YEAR) <i>(What)</i>	
Yr Ending	
Revenues:	
Profit:	
Mkt Cap	
Gross Margin:	
Cash:	
A/R Days:	
Rev./Emp:	
Key Initiatives <i>Annual Priorities</i>	
1	
2	
3	
4	
5	

Core Competencies

Profit/X
BHAG[®]

Brand Promise KPIs
Brand Promises

Critical #: People (B/S)
   Between green & red
Critical #: Process (P/L)
   Between green & red

Strengths

- 1.
- 2.
- 3.

Weaknesses

- 1.
- 2.
- 3.

Your Name:

Date:



Process (Productivity Drivers)

Make/Buy

Sell

Recordkeeping

- 1.
- 2.
- 3.

- 1.
- 2.
- 3.

- 1.
- 2.
- 3.

ACTIONS (QTR)
(How)

THEME
(QTR/ANNUAL)

YOUR ACCOUNTABILITY
(Who/When)

Qtr #:	
Revenues:	
Profit:	
Mkt Cap	
Gross Margin:	
Cash:	
A/R Days:	
Rev./Emp:	

Deadline:	
Measurable Target/Critical #	

Your KPIs		Goal
1		
2		
3		

Rocks

Quarterly Priorities	Who
1	
2	
3	
4	
5	

Scoreboard Design
Describe and/or sketch your design in this space

Your Quarterly Priorities		Due
1		
2		
3		
4		
5		

Critical #: People (B/S)

Between green & red

Critical #: Process (P/L)

Between green & red

Celebration

Reward

Critical #: People (B/S)

Between green & red

Critical #: Process (P/L)

Between green & red

Opportunities

Threats

- 1.
- 2.
- 3.

- 1.
- 2.
- 3.